CP750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 25

After five years, nothing can hold us back.

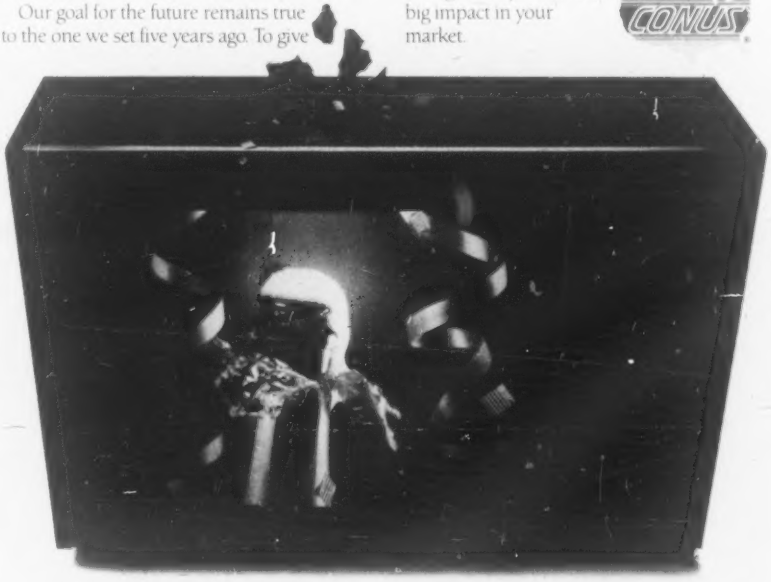
We made a big impact on local television when we introduced Conus in 1984. And since that initial launch nothing has been able to slow our growth.

During the past five years over 100 stations in the United States, Europe and the Pacific Rim have signed on as Conus members. However, our members can be assured we're not about to rest on this success.

Our goal for the future remains true to the one we set five years ago. To give local broadcasters a choice for more independence. More editorial options. With more technical capabilities than ever before.

If you'd like to take an option on the future and improve the quality of your newscast, call Charles Dutcher III at 612/642-4645. Or write: Conus Communications, Inc., 3415 University Ave., Minneapolis, MN 55414. And get ready to make a big impact in your market.

CONUS



58th Year 1989

Bright start for television's new season

BETHESDA MD 20814
4520 EAST-WEST HWY
CONGRESSNL INFO SRV ** SAMPLE
SRI ACD
20814SRI ATB501 ZWZ
**********-01611 20814

Broadcasting Sep 25

Vol. 117 No. 13

High hopes for networks' fall...

Three-network audience share for first three nights of new fall TV season delivers encouraging signs for ABC, CBS and NBC. PAGE 27.

High-yield debt: separating the good from the junk...

Worsening conditions in junk bond market make raising high-yield debt difficult or impossible for some in Fifth Estate. PAGE 29.

Dennis departure...

As she prepares to leave her job as FCC commissioner, Patricia Diaz Dennis reflects on her three years at agency, looking ahead to new career as Washington communications lawyer. PAGE 33.

30/ **PLANNING FOR TOMORROW AT 'TODAY'**

In effort to get *Today* show back on track, NBC hires *Entertainment Tonight*'s David Nuell as senior executive producer.

31/ **IN 'DISCUSSION'**

Fox Broadcasting Co. affiliate board meeting includes "exploratory" talks of creating national affiliate news co-operative as possible prelude to network newscast.

32/ **ORLANDO VICE**

Broadcaster with majority interests in two Georgia TV stations is charged in Orlando, Fla., with laundering drug money and drug trafficking.

36/ **CAPITAL CONNECTION**

Tele-Communications Inc. brings some 50 state and division managers to Washington to announce MSO's new customer service campaign.

37/ **CAMPUS CRUSADE**

NBC presents results of survey of college TV viewers, who network says are "reachable, responsive and worth it" for advertisers.

32/ **HIGH COURT PETITION**

Metro Broadcasting seeks review of FCC's minority-preference policy by Supreme Court.

37/ **BARTER SALES CO.**

Paramount Domestic Television and MCA TV form PREMIER Advertiser Sales, separate barter sales company to supply first-run syndicated advertising time.

38/ **NEW ORLEANS HIGHLIGHTS**

National Association of Broadcasters' Radio '89 proves forum for exchanging ideas, awarding its best and brightest, and learning, among other things, about "taking risks, fixing what ain't broke."

43/ **AM IMPROVEMENT**

Among encouraging news for AM broadcasters at Radio '89: Major manufacturer of consumer receivers says it will produce radios to NRSC specifications and that it will support NAB/EIA certification program.

44/ **TRUMP: THE GAME SHOW**

New York real estate baron Donald Trump has major ownership in new game show bearing his name—*Trump Card*—to be distributed by Warner Bros. Domestic Television Distribution.

45/ **EMMYS FOR ENTERTAINMENT**

CBS leads all networks with 27 Emmy Awards, ahead of NBC with 25 and ABC with 13. Among winners at 41st annual awards ceremony was James Woods, shown below, sharing chocolate

Emmys with his wife.

44/ **OUTSTANDING**

Public Broadcasting Service captures most national news Emmys for news programs aired in 1988.

47/ **WRAPPING UP IN K.C.**

Radio-Television News Directors Association's 44th International Conference reflects concern for ethics and need to attract and keep audience.

71/ **EXPANDING PORTFOLIO**

Peter Desnoes, Burnham Broadcasting's managing general partner, is determined man who knows what he wants. And right now, that includes improving company's stations and enlarging group.

DEPARTMENTS

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BY THE NUMBERS 1

Fifty-two weeks of network programing brought the big three networks a combined 37.4 rating/65 share, with NBC winning the full 1988-89 season with a 14.3 rating and a 25 share. ABC came in second for the year with an 11.6/20, a slim one-tenth of a rating point ahead of CBS's 11.5/20 average. Together, the three networks delivered 33.8 million households over the 52 weeks, a loss of 577,000 households

compared to the 1987-88 season. As of Sept. 19, 1988, the end of the prior season's 52-week period, the three networks had delivered a combined 38.8 rating. At that point, NBC averaged a 14.5 compared to CBS's 12.2 and ABC's 12.1. Together, the big three delivered 34.4 million households that season.

With the need to hold onto viewers still a high priority, this year's network programing has been dubbed "cautious" and

"By the Numbers" continues on page 14

RATINGS ROUNDUP

Week 52 □ Sept. 11–Sept. 17

Rank/rating		Network	Show
1	■ 25.9/39	A	*Roseanne*
2	■ 21.8/34	A	*Chicken Soup*
3	20.0/40	N	*Miss America Pageant*
4	19.5/36	N	*Golden Girls*
5	19.1/35	N	*Sister Kate, special*
6	■ 18.8/33	C	*60 Minutes*
7	■ 17.8/31	A	*NFL Monday Night Football*
8	▼ 17.4/31	N	*Cosby Show*
9	▼ 17.3/29	N	*Cheers*
10	■ 17.2/29	A	*Life Goes On, special*
11	▼ 16.4/28	N	*Different World*
12	▼ 15.8/25	A	*Wonder Years*
13	15.5/24	C	*CBS Premiere Preview*
14	▲ 14.9/25	A	*Growing Pains*
14	14.9/25	N	*FM, special*
16	▼ 14.8/25	A	*Who's the Boss?*
17	14.0/24	C	*Wolf, special*
17	▲ 14.0/23	N	*NBC Monday Movie*
19	▲ 13.8/28	A	*Full House*
19	13.8/22	N	*NBC Tuesday Movie*
21	▼ 13.7/23	N	*Unsolved Mysteries*
22	▼ 13.6/26	N	*Empty Nest*
23	13.4/23	C	*48 Hours, three-hour special*
24	▲ 13.3/21	C	*Murphy Brown*
25	13.1/21	A	*Just the Ten of Us, special*
25	▼ 13.1/24	N	*L.A. Law*
27	12.8/24	A	*Life Goes On, second special*
27	▼ 12.8/21	N	*Hogan Family*
29	12.4/24	N	*Golden Girls, special*
30	▼ 12.2/21	N	*ALF*
31	12.1/20	A	*ABC's Comedy Sneak Peek*
32	▼ 11.7/20	C	*CBS Sunday Movie*
33	▼ 11.5/22	A	*20/20*
33	▼ 11.5/19	C	*Designing Women*
33	11.5/18	C	*Newhart, special*
36	11.4/19	F	*41st Annual Emmy Awards*
37	▼ 11.3/18	N	*Matlock*
38	▼ 11.2/18	N	*Night Court*
39	11.1/19	A	*Mon. Night Football, special*
40	▼ 10.9/18	C	*Rescue: 911*
41	10.8/17	N	*Family Ties*
42	▼ 10.5/18	C	*Kate and Allie*
43	▲ 10.4/17	N	*NBC Sunday Movie*
44	▼ 10.3/18	C	*Newhart*
45	▲ 10.2/19	C	*CBS Friday Movie*
45	10.2/17	C	*Designing Women, special*
47	▼ 9.7/16	A	*ABC Sunday Movie*
48	■ 9.3/18	C	*Paradise*
49	8.8/16	A	*Koppel Report*
50	8.7/15	C	*60 Minutes, Retrospective*
51	▲ 8.6/15	A	*Mission: Impossible*
51	8.6/15	N	*Quantum Leap, special*
53	▼ 8.2/15	N	*Magical World of Disney*
54	▼ 7.8/14	A	*Prime Time Live*
54	▼ 7.8/15	N	*NBC Friday Movie*
56	▲ 7.6/14	A	*ABC Mystery Movie*
57	6.9/11	C	*CBS Tuesday Movie*
58	■ 6.8/13	A	*Mr. Belvedere*
59	6.7/12	A	*Incredible Sunday*
59	6.7/13	C	*Great Adventures/Quests*
61	6.6/11	A	*ABC News Special*
61	6.6/12	A	*ABC Fall Preview Special*
63	■ 6.4/12	A	*Homeroom, special*
64	6.1/12	N	*Yesterday, Today & Tomorrow*
65	5.9/11	C	*CBS Saturday Movie, special*
66	▲ 5.7/11	F	*Cops*
67	4.7/9	F	*US Mag. Live at the Emmys*
68	▲ 4.2/8	F	*Reporters*
69	3.9/6	F	*The Who's 'Tommy'*
70	▲ 3.2/6	F	*Beyond Tomorrow*

Guide to symbols

▼ —Down from last week ▲ —Up from last week ■ —Premiere broadcast

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 10

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, synd. (King World)	12.5	228	98
2	Jeopardy! (King World)	11.1	204	96
3	Oprah Winfrey Show (King World)	8.6	202	97
4	Cosby Show (Viacom)	8.3	196	95
5	Star Trek (Paramount Domestic TV)	7.3	228	97
6	Entertainment Tonight (Paramount)	7.1	161	93
7	Current Affair, special (20th Century Fox)	6.9	170	90
8	Wheel of Fortune, wknd. (King World)	5.9	165	85
9	Entertainment Tonight, special (Paramount)	5.7	147	92
10	All American Theatre (All American TV)	5.6	120	81
11	Supermodel of the World 1989 (Tribune)	5.2	141	93
12	Charles in Charge, synd. (MCA TV)	5.1	130	92
12	People's Court (Warner Bros. Domestic TV)	5.1	170	86
14	Donahue (Multimedia Entertainment)	4.9	222	99
15	Geraldo! (Paramount)	4.8	195	96
15	She's the Sheriff (Warner Bros.)	4.8	147	84

The following shows were rated, but not ranked

National Baseball Net. (Stuart Broad.)	9.5	86	89
Super Sports Follies (Berl Rotfeld Prod.)	5.1	80	84
Wrestling Network (Turner Program Services)	5.8	158	91
World Wrestling Federation (WWF)	8.5	219	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,966	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,776	320	2,096
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

*Includes off-air licenses. †Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continued from page 12

"conservative." ABC's *Living Dolls* (pictured at right), which makes its season debut tomorrow at 8:30, is not expected to grab and hold teenagers once it moves into its regular 8:30 Saturday time slot.

For the last week of the 1988-89 season, NBC won the week with a 12.3/21.7. ABC closed out the week with an 11.8/20.6 over CBS's 11.0/19.3.

In key demographic groups, NBC also won with women 18-49, posting a 7.8, but ABC took men 18-49, winning the group with a 6.6 rating.

In the evening news race, it was the *CBS Evening News* that won the week with a 9.4/20 over NBC's 9.0/20 and ABC's 8.9/20.

For the book of days, ABC won three nights: Monday, Tuesday and Friday. NBC won two, Thursday and Saturday, while CBS also won two, Wednesday and Sunday.

MarketScope

The Standard & Poor's Industrials moved up 0.22 to close last Wednesday (Sept. 20) at 395.60, a gain of only one-half a percent. Among the six groups tracked on the Stock Index, Broadcasting with Other Major Interests (BWOMI) was the hardest hit, posting 21 declines, four advances and four unchanged. Cable stocks had 13 declines, four gainers and two unchanged. Also among these groups, two stocks split three-for-two on Sept. 18—Cable's Century Communications and BWOMI's Park Communications. The Programing group had 15 declines, nine gainers and five stocks unchanged. The Service group was down, with seven losers, five gainers and two stocks unchanged. Broadcasting stocks had nine declines, and only four advances and three unchanged. The Equipment & Manufacturing group closed out the week with nine advances, eight declines and seven stocks remaining unchanged.

STOCK INDEX 1

		Closing Wed Sep 20	Closing Wed Sep 13	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING							
N	(CCB) Capital Cities/ABC	506 1/2	506	1 1/2	00.29	21	9,116
N	(CBS) CBS	201 5/8	207 3/4	- 6 1/8	-02.94	16	4,783
A	(CCU) Clear Channel	11 3/4	11 5/8	1/8	01.07	43	45
A	(HTG) Heritage Media	4	4 1/4	- 1/4	-05.88	-2	144
O	(JCOR) Jacor Commun.	6 3/4	7	- 1/4	-03.57	-6	67
O	(LINB) LIN	105 1/4	108 3/4	- 3 1/2	-03.21	59	5,390
O	(OBCCC) Olympia Broadcast	2 1/4	2 1/2	- 1/4	-10.00		5
O	(OSBN) Osborn Commun.	14	13 3/4	1/4	01.81	9	98
O	(OCOMA) Outlet Commun.	27 3/4	28 3/4	- 1	-03.47	41	161
A	(PR) Price Commun.	6 1/2	6 5/8	- 1/8	-01.88	-5	59
O	(SAGB) Sage Broadcasting	3 3/4	3 3/4		00.00	-3	14
O	(SCRP) Scripps Howard	75 1/4	79	- 3 3/4	-04.74	39	777
O	(SUNNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3
O	(TLMD) Telemundo	5 1/4	5 1/2	- 1/4	-04.54		88
O	(TVXGC) TVX Broadcast	3 1/4	3 1/8	1/8	04.00		23
O	(UTVI) United Television	36	36		00.00	51	203
BROADCASTING WITH OTHER MAJOR INTERESTS							
N	(BLC) A.H. Belo	37 3/4	39	- 1 1/4	-03.20	50	748
N	(AFL) American Family	18	18 1/8	- 1/8	-00.68	16	1,458
O	(ACCMA) Assoc. Commun.	36 7/8	36 1/4	- 3/8	-01.03		515
O	(BMAC) BMA Corp.	33 1/4	35	- 1 3/4	-05.00	14	321
N	(CCN) Chris-Craft	37 1/8	36 7/8	1/4	00.67	54	882
O	(DUCO) Durham Corp.	31 3/4	32	- 1/4	-00.78	19	257
N	(GCI) Gannett Co.	44 1/4	44 1/2	- 1/4	-00.56	18	7,128
O	(GACC) Great Amer. Comm.	11 1/2	11 5/8	- 1/8	-01.07	-3	361
N	(JP) Jefferson-Pilot	41 1/2	39 5/8	1 7/8	04.73	14	1,598
N	(KRI) Knight-Ridder	52 3/4	54 3/4	- 2	-03.65	12	2,692
N	(LEE) Lee Enterprises	31 2/8	31 7/8		00.00	18	782
N	(LC) Liberty	36 7/8	36 3/4	- 1/8	-00.34	20	397
N	(MHP) McGraw-Hill	73 7/8	75	- 1 1/8	-01.50	19	3,586
A	(MEGA) Media General	38 5/8	38 5/8		00.00	985	984
N	(MDP) Meredith Corp.	35 1/2	35 7/8	- 3/8	-01.04	20	662
O	(NMEDC) Multimedia	99	102	- 3	-02.94	37	1,114

STOCK INDEX 2

		Closing Wed Sep 20	Closing Wed Sep 13	Net Change	Percent Change	P/E Ratio	Mkt. Cap (000,000)
PROGRAMING							
O	(ALLT) All American TV	3 1/8	3 1/8		0.00		3
A	(CLR) Color Systems	2	2		0.00	-2	10
N	(KPE) Columbia Pictures Ent.	20	21	- 1	-4.76	1000	2,214
O	(CAVN) CVN Cos.	19 7/8	20 1/4	- 3/8	-1.85	34	988
O	(DCPI) dick clark prod.	9 1/8	5 7/8	5/8	10.63	-600	50
N	(DIS) Disney	117 1/4	114 3/4	2 1/2	02.17	85	15,799
O	(FNNI) Financial News	7	7		00.00		35
A	(FE) Fries Entertain.	1 7/8	2	- 1/8	-06.25	-3	9
O	(GPDC) Gaber-Peters Entert.	11 7/8	11 1/8	3/4	06.74	-5	128
A	(HRB) Harbage Broadcst.	2 1/4	2 3/8	- 1/8	-05.26	-7	11
A	(HSN) Home Shopping Net.	4	3 1/2	1/2	14.29	50	357
N	(KWP) King World	33	30 5/8	2 3/8	-01.85	11	925
O	(LIEN) Kings Road Entertain.	9/16	11/16	- 1/8	-18.18		2
N	(MCA) MCA	62 5/8	61 1/4	1 3/8	02.24	22	4,579
N	(MGM) MGM/UA Common	23 3/4	21 1/4	1 1/2	07.06	-11	1,148
A	(NHI) Nelson Holdings	1	1		00.00		36
O	(NHET) Nostalgia Network	1 3/4	1 3/4		00.00	-9	9
N	(OPC) Orion Pictures	21 1/4	21	1/4	01.19	35	370
N	(PCI) Paramount Common.	53 5/8	55	- 1 3/8	-02.50	16	6,230
N	(PCC) Pollie Communications	3 1/8	3 1/2	- 3/8	-10.71		57
N	(PLA) Playboy Ent.	17 1/4	18 1/8	- 7/8	-04.82	-76	162
O	(QNTX) Qintex Entertainment	6 1/8	6	1/8	02.08		130
O	(QVCN) QVC Network	17 3/4	18	- 1/4	-01.38	29	176
O	(RVCC) Reeves Common.	6 1/4	6 3/8	- 1/8	-01.96	125	70
O	(RPICA) Republic Pic. 'A'	11	11 1/4	- 1/4	-02.22	157	46
O	(SP) Spelling Entertainment	5 1/8	5 1/4	- 1/8	-01.51	17	286
O	(UUKD) Video Jukebox	5 5/16	5 7/16	- 1/8	-02.29	-25	49
N	(WCI) Warner	64 3/4	63 7/8	7/8	01.36	22	10,776
O	(WONE) Westwood One	10 3/4	12	- 1 1/4	-10.41	-15	166
SERVICE							
O	(AMEA) A.M.E. Inc.	13 3/8	12 3/8		00.00	61	8
O	(ASRP) Andrews Group	5 1/8	5 3/4	- 1/8	-02.17	-4	91
O	(ESIN) Burrup & Sims	29 1/8	30	- 1/4	-01.25	22	328
N	(CQ) Comsat	37 3/8	36 7/8	3/4	02.03	10	827
N	(CDA) Control Data Corp.	18 1/8	18	1/8	00.47	-1	776
N	(DNB) Dun & Bradstreet	96	97	- 1	-01.76	18	13,462
N	(FCB) Foote Cone & B.	30 1/8	30 3/4	- 1/4	-00.82	16	227
O	(GREY) Grey Advertising	153	158	- 5	-03.16	32	183
O	(IDSX) IDB Communications	7 3/4	8 1/8	- 3/8	-04.61	155	29
CABLE							
A	(AFW) Acton Corp.	17 7/8	18 7/8	- 1	-05.29	5	28
O	(ATCMA) Amer. TV & Comm.	48 1/4	50	- 1 3/4	-03.50	69	5,258
O	(ETEX) C-Tec Corp.	24 1/2	23 1/4	1 1/4	05.37	26	417
A	(CVC) Cablevision Sys. 'A'	46 1/4	46 1/4	- 1	-02.16	-5	598
N	(CRT) Comsat Corp.	61	62 3/4	- 1 3/4	-02.78	49	3,408
A	(CTY) Century Common.	13 7/8	21 5/8	- 7 3/4	-35.83	-40	807
O	(CMCSA) Comcast	25 5/8	27 1/4	- 5/8	-02.29	-20	1,736
A	(FAL) Falcon Cable Systems	19 7/8	20 1/8	- 1/4	-01.24	-70	127
B	(UAW) Jones Intercable	19 1/8	19 1/4	- 1/8	-00.64	-15	238
T	(MSOB) Meritec Media 'B'	13 1/2	13 1/4	1/4	01.88	38	805
T	(RCLA) Rogers Common. 'A'	131	128	3	02.34	-222	1,767
T	(RCLB) Rogers Common. 'B'	136 3/4	110 1/2	- 3 1/4	02.94	-181	1,440
O	(TCAT) TCA Cable TV	17 3/4	18 1/4	- 1/2	-02.73	37	429
O	(TCOMA) Tele-Common.	37 1/2	38 1/8	- 5/8	-01.63	825	6,615
N	(TL) Time Inc.	136 3/4	132	4 3/4	03.59	27	7,791
O	(UACA) United Art. Ent. A	22 1/8	23 1/8	- 1	-04.32	-33	2,923
O	(UACB) United Art. Ent. B	22 1/4	23 1/4	- 1	-04.30	-33	1,469
N	(VIA) Viacom	54 5/8	57 7/8	- 3 1/4	05.61	40	2,915
N	(WU) Western Union	1 1/8	1 1/8		00.00		40
O	(WSMCA) WestMarc	30 1/2	30 1/2		00.00	-27	472
EQUIPMENT & MANUFACTURING							
N	(ABC) Abc Inc.	73 7/8	74 1/2	- 5/8	-00.83	13	16,311
N	(ARV) Arvin Industries	19 3/8	19 3/4	- 1/8	-00.63	29	386
O	(CCBL) C-Cor Electronics	14 1/2	13 3/4	3/4	05.45	14	50
N	(CHY) Chyron	3 5/8	3 5/8		00.00	-25	41
N	(CCN) Colex	11 1/4	11 1/4		00.00	7	21
N	(EK) Eastman Kodak	47 5/8	48 3/4	- 1 1/8	-02.30	11	15,456
N	(GRL) Gen. Instrument	33 1/2	31 3/4	1 3/4	05.51	11	905
N	(GE) General Electric	56 3/8	55 1/2	7/8	01.57	13	50,864
N	(GRB) Harris Corp.	37 1/2	35 3/8	2 1/8	06.00	19	1,482
N	(HAD) M/A Com. Inc.	6 7/8	7	- 1/8	-01.78	14	164
N	(IVI) Mark IV Indus.	10	10		00.00	9	194
O	(MCDY) Microdyne	4	4		00.00	-30	10
O	(MCOM) Midwest Common.	7	6 5/8	3/8	05.66	24	21
N	(MOT) Motorola	57 3/8	57 7/8	- 1/2	-00.86	15	7,441
N	(OAK) Oak Industries	1 1/4	1 1/4		00.00	10	103
A	(PPI) Pico Products	1 1/4	1 1/4		00.00	-1	4
N	(SRA) Sci-Atlanta	20 1/4	20	1/4	01.25	14	467
N	(SNE) Sony Corp.	56 3/4	56 3/8	3/8	00.66	31	16,007
O	(TVSI) Television Tech.	9/16	9/16		00.00	59	3
N	(WAE) Varian Assoc.	29 3/8	27 1/4	- 1 7/8	-06.88	9	525
O	(WGNR) Wegener	4	3 7/8	1/8	03.22	10	29
N	(WX) Westinghouse	67 1/2	66 1/4	1 1/4	01.88	11	9,785
N	(ZE) Zenith	14 1/2	15 3/8	- 7/8	-05.69	1450	387
	Standard & Poor's 400	328.60	325.28		00.22		00.06

Oct. 21-22—*American Women in Radio and Television* Western area conference. San Francisco. Information: Margie Comstock, (408) 285-0907.

Oct. 21-24—*North Carolina Association of Broadcasters* annual meeting. Grove Park Inn, Asheville, N.C.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Oct. 22-24—*Oregon Association of Broadcasters* and *Washington State Association of Broadcasters* joint annual meeting. Hyatt Regency, Bellevue, Wash. Information: (206) 448-9722.

Oct. 23—"Washington and Hollywood: It's Time to Join Forces in the War on Drugs." luncheon address by William Bennett, director, Office of National Drug Control Policy, White House, to *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

Oct. 23-25—11th annual Satellite Communications Users Conference. Convention Center, Washington.

Oct. 24—*Canadian Cable Television Association* Midwest/Northwest Territory regional meeting. Port O'Call Inn, Calgary, Alberta. Information: (613) 232-2631.

Oct. 24—Video presentation on commercial TV advertising to Northwest broadcasters and advertising professionals, sponsored by *Washington and Oregon Association of Broadcasters* and *Seattle Advertising Federation*. Sheraton hotel, Seattle. Information: (206) 623-8307.

Oct. 25—*USA Network* local ad sales seminar. Sheraton Plaza, Orlando, Fla.

Open Mike

Reply

EDITOR: The letter that you published from Harry Gregor Jr. in your Sept. 4 issue needs one response. I don't propose to carry on a mini-series. However, Mr. Gregor missed the point so badly that I feel I must set the record straight.

Apparently, Mr. Gregor did not read very thoroughly my letter to the FCC that you published in your July 31 issue, or certainly added his own interpretation. Nowhere in that letter that supports Richard Arsenault's proposal did I say anything about WVMT[AM] not having listeners.

What I did say is that we were faced with two AM-FM combinations selling at one rate.

Arbitron and other surveys that measure audiences do not measure impact of commercials, but I'll stack WVMT against any FM station in the market on a result basis at the cash register. We may not win the survey but we win at the register.

I was an early FM pioneer. We had one of the first FM stations in the state of New York and still have it. We kept it alive with our AM along with hundreds of other combinations in New York State. I'm not talking about the early days, I'm talking about now.

The atmosphere in broadcasting has changed and now the stand-alone AM's deserve consideration because they are, in most cases, the true broadcasters whose stations have been around years and years.

What Richard Arsenault's proposal suggests would not harm the FM stations that are already on the air. As my original letter indicated: "The FM stations are going to want to beat their breasts to try to sidetrack the proposal," [although] as I said, it will not affect their income adversely and certainly won't affect their signals.

I'm proud to say that I've been a broadcaster for 50 years. I love the industry and I want to see all of it prosper. AM stations were the basis of our industry and deserve to be given consideration in making sure that they are healthy and are able to serve their communities and their advertisers.—*Simon Goldman, president, The Goldman Radio Group, Jamestown, N.Y.*

Differences of opinion

EDITOR: I find your editorials in the Aug. 28 issue, "More in Sorrow," and the Sept. 4 issue, "Conduct Unbecoming," good titles to describe your stand on indecency. What you describe as minor league sexual innuendo, I describe as major league perversion. What you call a disturbing wave of censorship, I hail as a breath of fresh air.

Your use of the First Amendment as a basis for this type of "trash radio" is an overstepping of the ideals the framers of the Bill of Rights intended. Your statement that "the broader the spectrum of permissible activity, the better for everyone" is absurd. A country based on that philosophy will [sink into] anarchy.

Alarmingly, some instances show a direct link between indecency and crime and other social problems. The less our nation is subjected to this type of uncalled-for broadcasting, the better off we are.

I'm in hopes that your views on indecency are in the minority.—*Robbie Moore, station manager, WMBV-FM Dixon Mills, Ala.*

EDITOR: WRBS(FM) [Baltimore] enjoys excellent reception of CLeaR-TV. We respect these people and support their efforts to reduce sex and violence on television. And, we give them free time.—*J. Thomas Bisset, general manager, WRBS(FM).*

EDITOR: Although your Aug. 14 "Closed Circuit," "UnCLeaR reception," suggests that religious stations are not cooperating with the effort to broadcast the boycott special, *TV's Sex and Violence: A Response*, we want you to know that we are highly supportive of this boycott and have broadcast the special program as well as numerous promotional announcements alerting people to the time and date.

We feel as broadcasters we have a responsibility to encourage our colleagues to program in such a way that families are benefited and the moral climate of our nation is elevated.—*Robert B. Dallenbach, vice president-general manager, KPOF(AM) Denver.*

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